

ABSTRACT

It is the object of the present invention to reduce the content selection cost, to commercialize the proper picture content quickly, and to reduce the cost required to research the detailed sales market. The content introduction information is sent to a contents polling apparatus, the content introduction information is displayed by means of a contents introduction information display means, a poller views the displayed content introduction information and enters the contents polling information for each picture content, the entered contents polling information is sent to a contents market research apparatus, and the contents market research apparatus counts the sent contents polling information and generates a counted result as the output.